

I CLAIM:

1. A message holder, comprising:

- (a) a sheet of pliant material having a front surface and a rear surface; said sheet extending lengthwise between first and second ends and widthwise between
5 opposed sides, said front surface comprising:
- (i) a first portion extending from said first end towards said second end;
 - (ii) a second portion extending from said second end towards said first end, said second portion for providing an area for displaying a desired message; and,
 - 10 (iii) an intermediate portion extending between said first and second portions;
- said rear surface comprising:
- (i) a first portion extending from said first end towards said second end; and,
 - 15 (ii) a second portion extending from said second end towards said first end;
- (b) a first attachment means attached to said sheet for attaching said first portion of said front surface to said intermediate portion of said front surface; and,
- (c) a second attachment means attached to said sheet for attaching said second
20 portion of said rear surface to said first portion of said rear surface.

2. A message holder, comprising:

- (a) a sheet of pliant material having a front surface and a rear surface; said sheet extending lengthwise between first and second ends and widthwise between
25 opposed sides, said front surface comprising:
- (i) a first portion extending from said first end towards said second end;
 - (ii) a second portion extending from said second end towards said first end, said second portion for providing an area for displaying a desired message; and,
 - 30 (iii) an intermediate portion extending between said first and second portions;
- said rear surface comprising:
- (i) a first portion extending from said first end towards said second end; and,
 - 35 (ii) a second portion extending from said second end towards said first end;

- (b) a first attachment means attached to said sheet for attaching said first portion of said front surface to said intermediate portion of said front surface; and,
- (c) a second attachment means attached to said sheet for attaching said second portion of said rear surface to said first portion of said front surface.

5 3. A message holder, comprising:

- (a) a sheet of pliant material having a front surface and a rear surface; said sheet extending lengthwise between first and second ends and widthwise between opposed sides, said front surface comprising:
 - (i) a first portion extending from said first end towards said second end;
 - 10 (ii) a second portion extending from said second end towards said first end, said second portion for providing an area for displaying a desired message; and,
 - (iii) an intermediate portion extending between said first and second portions;
 - 15 said rear surface comprising:
 - (i) a first portion extending from said first end towards said second end; and,
 - (ii) a second portion extending from said second end towards said first end;
- 20 (b) a first attachment means attached to said sheet for attaching said first portion of said front surface to said intermediate portion of said front surface; and,
- (c) a second attachment means attached to said sheet for attaching said second portion of said rear surface, selectively, to either said first portion of said rear surface or to said first portion of said front surface.

25 4. A message holder as defined in claim 1, 2, or 3, wherein said first and second attachment means each comprise pressure sensitive adhesive material.

5. A message holder as defined in claim 1, wherein:

- (a) said first attachment means comprises:
 - (i) a first attachment piece attached to said first portion of said front surface; and,
 - 30 (ii) a second attachment piece attached to said intermediate portion of said front surface,said first attachment piece being releasably engageable with said second attachment piece; and,
- 35 (b) said second attachment means comprises:

- (i) a third attachment piece attached to said second portion of said rear surface; and,
- (ii) a fourth attachment piece attached to said first portion of said rear surface,
- 5 said third attachment piece being releasably engageable with said fourth attachment piece.
6. A message holder as defined in claim 2, wherein:
- (a) said first attachment means comprises:
- 10 (i) a first attachment piece attached to said first portion of said front surface; and,
- (ii) a second attachment piece attached to said intermediate portion of said front surface,
- said first attachment piece being releasably engageable with said second attachment piece; and,
- 15 (b) said second attachment means comprises a third attachment piece attached to said second portion of said rear surface, said third attachment piece being releasably engageable with said first attachment piece.
7. A message holder as defined in claim 3, wherein:
- (a) said first attachment means comprises:
- 20 (i) a first attachment piece attached to said first portion of said front surface; and,
- (ii) a second attachment piece attached to said intermediate portion of said front surface,
- said first attachment piece being releasably engageable with said second attachment piece; and,
- 25 (b) said second attachment means comprises:
- (i) a third attachment piece attached to said second portion of said rear surface; and,
- (ii) a fourth attachment piece attached said first portion of said rear surface,
- 30 said third attachment piece being releasably engageable, selectively, with said first attachment piece or with said fourth attachment piece.
8. A message holder as defined in claim 5, 6 or 7, wherein selected ones of said attachment pieces each comprise a strip of material having attachment loops, and wherein the

remaining ones of said attachment pieces each comprise a strip of cooperating material having hooks releasably engageable with said loops.

9. A message holder as defined in any one or more of the preceding claims, further including a pocket secured to said second portion of said front surface for holding and
5 displaying a message card.

10. A plurality of message holders as defined in claim 5, each of said message holders including an associated pocket secured to said second portion of said front surface of the holder for holding and displaying a desired message, said message holders being connected in a succession where the fourth attachment piece of each message holder in the succession
10 after the first message holder in the succession is engaged with the third attachment piece of the immediately preceding message holder in the succession.

11. A plurality of message holders as defined in claim 7, each of said message holders including an associated pocket secured to said second portion of said front surface of the holder for holding and displaying a desired message, said message holders being connected
15 in a succession where the fourth attachment piece of each message holder in the succession after the first message holder in the succession is engaged with the third attachment piece of the immediately preceding message holder in the succession.